

## **Historic, Archive Document**

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# 1881 Cole's Anniversary Offering of the Finest Selected Nursery Stock 1931



Weigela Eva Rathke.

## Bechtel's Double Flowering Crab

(Malus baccata pleum)  
A profusion of large, deliciously fragrant, double pink flowers in June. Makes a very compact and shapely small tree or large shrub. Unsurpassed as an artistic lawn specimen.  
18 to 21 in., reg. 60c; special, 50c each.  
2 to 3 ft., reg. 90c; special, 75c each.  
4 to 5 ft., specimens, reg. \$1.75; special, \$1.40 each.



Bechtel's Double Flowering Crab.



High Bush Cranberry.

## Weigela Eva Rathke

Probably our most precious hybridizing shrub. Branches arching sprays covered with multitudes of flowers. Semi-dwarf.  
18 to 24 in., reg. 60c; special, 50c each.  
2 to 3 ft., reg. 90c; special, 75c each.  
3 to 4 ft., reg. 1.00; special, 80c each.

## Weigela Rosea

Beautifully symmetrical and graceful bush; similar to Eva Rathke but with a profusion of glorious pink bloom. Tall.  
2 to 3 ft., reg. 90c; special, 75c each.  
3 to 4 ft., reg. 1.00; special, 80c each.  
4 to 5 ft., specimens, reg. 1.00; special, 75c each.

## Golden Jubilee Descriptive Catalog

Consisting of 72 Pages

### Free For the Asking

One of America's most comprehensive hardy plant catalogues. A compilation of all the varieties that we have grown and cultivated, as thoroughly tested and valuable plants, after 20 years of study. Think of it. Nearly three thousand varieties and sizes offered, each variety described for you. Naturally our slogan, "Everything That's Good and Hardy," is fully emphasized in this fine "Book of Nursery Knowledge."



Philadelphus Virginian.

## Wonderful New Double Mock Orange

(Philadelphus Virginian)

Extremely floriferous and purest white. Tall.  
18 to 24 in., reg. 60c; special, 50c each.  
2 to 3 ft., reg. 90c; special, 75c each.  
3 to 4 ft., reg. 1.00; special, 75c each.

## Glorify Your Garden with our fine ornamental trees

## Japanese Flowering Crab

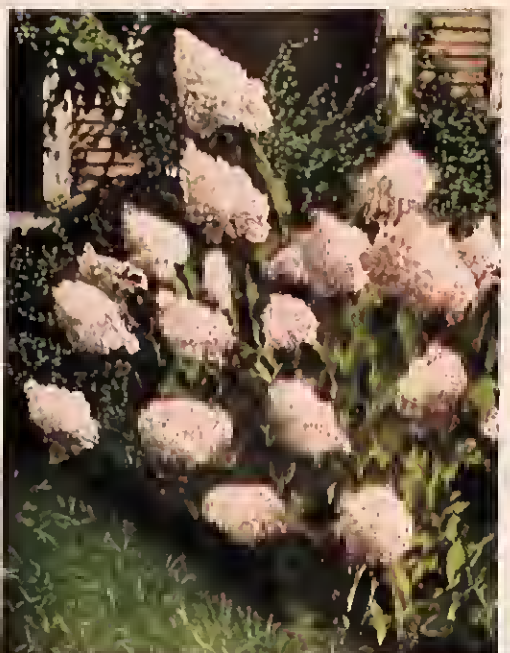
(Malus floribunda)

(Not pictured)  
Most gracefully large shrub with drooping branches literally alive in early spring with myriads of small delicate pink buds and flowers.  
18 to 24 in., reg. 75c; special, 60c each.  
2 to 3 ft., reg. 90c; special, 75c each.  
4 to 5 ft., reg. 1.10; special, \$1.20 each.

## High Bush Cranberry

(Viburnum opulus)

Pretty white flowers followed with an abundance of brilliant scarlet fruits that hang on well into the winter. Loved by the birds. Tall.  
18 to 24 in., reg. 50c; special, 40c each.  
2 to 3 ft., reg. 80c; special, 70c each.  
3 to 4 ft., reg. 90c; special, 75c each.



## Hydrangea P. G.

(Paeonia)

Glorious in late summer with mammoth pyramids of snow white blossoms turning in pink and bronze. Semi-dwarf.  
18 to 24 in., reg. 50c; special, 40c each.  
2 to 3 ft., reg. 60c; special, 50c each.

## Common Purple Lilac

(Syringa vulgaris)

Loved by everyone from their remembrance of it in grandmother's garden. Tall.  
2 to 3 ft., reg. 50c; special, 40c each.  
3 to 4 ft., reg. 60c; special, 50c each.  
4 to 5 ft., reg. 70c; special, 60c each.

## Boston Ivy

(Amorpha fruticosa)

The very best clinging vine. Foliage takes on beautiful autumnal tints. Strong, 2-yr. plants, reg. 50c; special, 40c each.  
Strong, 3-yr. plants, reg. 75c; special, 60c each.

## Deutzia Gracilis

(Not pictured)

A most useful dwarf shrub with multitudes of pure white blossoms in May. Tall.  
18 to 24 in., reg. 60c; special, 50c each.  
2 to 3 ft., reg. 70c; special, 60c each.  
3 to 4 ft., reg. 80c; special, 75c each.



## Snowhill Hydrangea

(Viburnum acerifolium)

Round, compact shrub with grand healthy foliage, July and August. Semi-dwarf.  
18 to 24 in., reg. 60c; special, 50c each.  
2 to 3 ft., reg. 70c; special, 60c each.  
3 to 4 ft., reg. 80c; special, 75c each.



## Silver Maple

(Acer dasycarpum)

Our most popular rapid growing shade tree. 8 to 8 ft., reg. \$1.10; special, 75c each.  
10 to 12 ft., reg. \$2.00; special, \$1.80 each.  
14 to 16 ft., reg. \$4.00; special, \$3.00 each.

The best assurance for you, of the purity of our stock, and evidence of the extreme care we exercise in keeping clean and true to name, is that we number among our best customers thousands who year after year continue to select our stock exclusively for their needs. In order that we may be of the greatest possible assistance to all of our customers we issue a comprehensive Descriptive Catalog, listing over 3000 varieties, along with a special booklet compiled by Mr. Cole, Sr. containing the information required for planting, pruning, and general care of Cole's wonderful assortment of living plants and flowers for the beautification of your home grounds.  
Take advantage of our special Golden Anniversary Offerings, which are specially prepared and priced for your selection.

## COLE'S FAVORITE LILAC COLLECTION

French Hybrid Lilacs are bushy semi-tall growers, excellent in size, shape and color of bloom and are extremely floriferous in early spring.  
**DELICE DE NANCY**. Double early pink.  
**GEORGE DE LORRAINE**. A most beautiful new variety. Heavenly blue flowers of mammoth size. 2 1/2 ft. extra.  
**LEWIS ST. PAUL**. Single, deep rich red. One of the latest flowering sorts.  
**MICHAEL BUCHER**. Plant dwarf. Blooming double; color pale blue with interior of petals shaded blue.  
**MME. CASIMIR-PERIER**. Double, creamy white. A dwarf grower.  
Regular Price, \$1.00  
Special Fiftieth Anniversary Price, 50c; Set of 5 for \$2.50  
2 to 3 Feet—Fine Plants  
Regular Price, \$1.00  
Special Fiftieth Anniversary Price, 50c; Set of 5 for \$2.50  
Collections include the beautiful Gloire de Lorraine.



## Cole Nursery Co. Painesville, Ohio



## Spirea Anthony Waterer

Probably our most popular dwarf shrub. Best in June but continues well until frost.  
18 to 24 in., reg. 50c; special, 40c each.  
2 to 3 ft., reg. 60c; special, 50c each.  
3 to 4 ft., reg. 70c; special, 60c each.



## Spirea Thunbergi

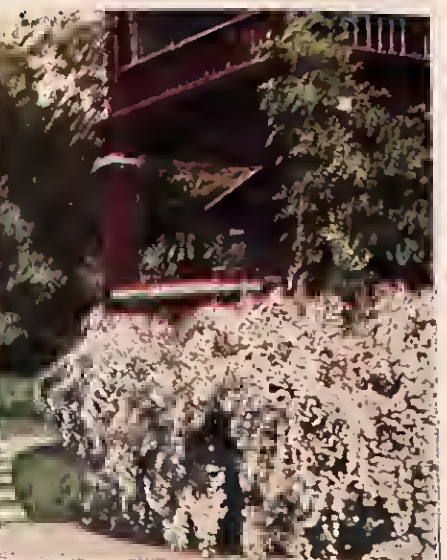
Graceful, feathery foliage. Very early blooming semi-dwarf.  
2 to 3 ft., reg. 60c; special, 50c each.  
3 to 4 ft., reg. 80c; special, 75c each.



## Finest New Golden Bell

(Forsythia spectabilis)

One of our first shrubs to come into bloom. The Arnold Arboretum reported this as the most of all Forsythias. Tall.  
2 to 3 ft., reg. 60c; special, 50c each.  
3 to 4 ft., reg. 70c; special, 60c each.  
4 to 5 ft., extra bushy; reg. \$1.00; special, 75c each.



## Bridal Wreath

(Spiraea Van Houttei)

The old favorite; glorious in its grace and grandeur. Tall.  
Cole's Extra Special 50th Anniversary Offer: 3 to 4 ft., bushy, reg. 60c; special, 50c each.  
4 to 5 ft., extra bushy, reg. 70c; special, 60c each.  
5 to 6 ft., specimens, reg. \$1.25; special, 75c each.



## Hall's Japanese Honeysuckle

(Lonicera maackii)

Foliage nearly evergreen. Most useful of all climbing vines for growing over trellises, fences or around houses.  
Strong 2-yr. plants, reg. 50c; special, 40c each.  
Strong 3-yr. plants, reg. 75c; special, 60c each.



## Silver Lace or Chinese Fleece Vine

(Polygonum orientale)

A most wonderful hardy new introduction that has practically displaced the popular old Clematis paniculata. Its great popularity is evidenced by the fact that we sold over twelve thousand (12,000) plants last year its third year with us.  
Strong 1-yr. plants, reg. 50c; special, 40c each.  
Extra large, 2-yr. plants, reg. 60c; special, 50c each.



## Japanese Flowering Quince

(Cydonia japonica)

Most attractive semi-dwarf shrub with a glorious mass of bloom in early spring.  
18 to 24 in., reg. 50c; special, 40c each.  
2 to 3 ft., reg. 60c; special, 50c each.

## Cut-Leaf White Birch

(Betula albo-sinensis)

(Not pictured)

Artistic, drooping character. Very striking.  
6 to 8 ft., reg. \$3.00; special, \$2.45.  
8 to 10 ft., reg. \$3.75; special, \$3.25.

## Mountain Ash

(Sorbus aucuparia)

(Not pictured)

A spectacular medium size tree bearing attractive red berries in autumn.  
6 to 8 ft., reg. \$1.75; special, \$1.45.  
8 to 10 ft., reg. \$2.50; special, \$1.95.

Why buy weak, slim, "crail" plants and wait years to obtain an effect when Cole's luscious, thrifty, well-rooted stock costs so little more?



## Rosy Tatarian Honeysuckle

(Lonicera tatarica rosea)

Flowers in May and June followed by attractive bright red berries in fall.  
2 to 3 ft., reg. 50c; special, 40c each.  
3 to 4 ft., reg. 60c; special, 50c each.  
4 to 5 ft., reg. 80c; special, 75c each.



## Purple-Leaf Plum

(Prunus pissardii)

Small tree; fine for color, massing or single specimens.  
2 to 3 ft., reg. 60c; special, 50c each.  
4 to 5 ft., reg. 90c; special, 75c each.  
6 to 7 ft., reg. \$1.00; special, \$1.60 each.



Japanese Flame Azalea.

## Lombardy Poplar

(Populus nigra italica)

Remarkably picturesque as pillars or screens.  
8 to 10 ft., reg. \$1.25; special, 90c each.  
12 to 15 ft., reg. \$2.15; special, \$1.95 each.

## Japanese Flame Azalea

(Azalea mollis)

Grows thriftily when planted in peaty soil. Dwarf.  
10 to 15 in., thrifty, vigorous, reg. \$1.50; special, 90c each.  
12 to 18 in., extra bushy, reg. \$3.00; special, \$2.50 each.  
2 to 3 ft., specimens (20 to 30 flower buds), reg. \$5.50; special, \$3.50 each.

## VIGORO

The Complete Plant Food

A fine, balanced fertilizer; clean, harmless and easy to apply. Directions for use with every package.  
10-lb. bag for \$3.00.  
25-lb. bag for \$3.00.  
50-lb. bag for \$3.00.  
NOTE—Vigoro is prepared only in our Cleveland trucking area. Elsewhere freight collect.



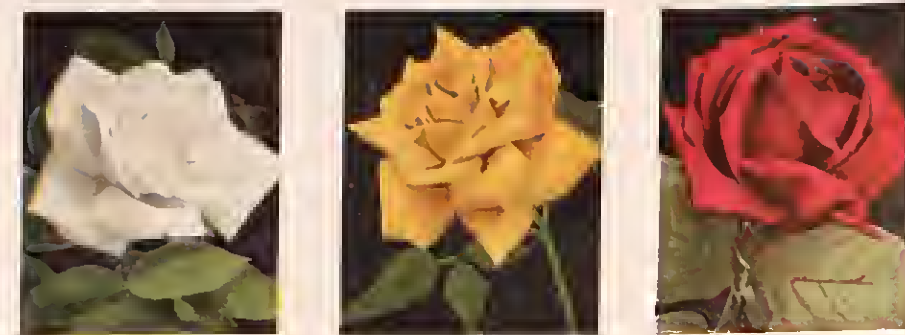
America's Finest Roses

1881

# Cole's Anniversary Offering

1931

Newest and Exceptional Roses



Fran Karl Druschki, (Perpetual) Sour de Claudius Pernet, (Tea) Sensation, (Tea)



Miss Lolita Armon, (Tea) Betty, (Tea) Lady Billiebon, (Tea)



Dame Edith Helen, (Tea) Mme. Albert Barbier, (Perpetual) Mme. Butterfly, (Tea)



Beautiful New Butterfly Bush or Summer Lilac (Duddleya farugifolia). By far the finest quality. Medium tall. Heavy, 2-year-old plants, reg. 60c; special, 40c each.



PINK ALMOND (Prunus glabra albiplena) A glorious burst of bloom in early spring. Semi-dwarf. 18-24 in. bushy, reg. 60c; special, 50c each. 2-3 ft., very bushy, reg. 90c; special, 75c each.

GOLDEN ELDER (Sambucus aurea) Our only worth-while tall growing golden leaved shrub. Very striking. Tall. 2-3 ft., heavy, reg. 50c; special, 40c each. 4-5 ft., extra heavy, reg. 90c; special, 75c each.



Talisman (Tea). Extra grade, \$1.75 each. Medium grade, \$1.25 each.



Paul's Scarlet Climber.

## Cole's Supreme Everblooming Roses

Cole's 2-year EXTRA (the finest plants obtainable), except as noted, each, 75c. Offer R-3A. Your choice of any six EXTRA grade 75c roses, except the six sensational New Roses, for only \$1.20. Offer R-2A. Your choice of any twelve EXTRA grade 75c roses, except the six sensational New Roses, for only \$7.80. Cole's 2-year medium. As fine as most "first grade" roses, except as noted, each, 50c. Offer R-3B. Your choice of any six medium grade 50c roses, except the six sensational New Roses, for only \$2.50. Offer R-2B. Your choice of any twelve



Rev. F. Page-Roberts, (Tea) Extra grade, \$1.50 each. Medium, \$1.00 each.

Mrs. Henry Murse (Tea). Extra grade, \$1.00 each. Medium grade, 75c each.

Etoile de Hollande (Tea). Extra grade, \$1.50 each. Medium grade, \$1.00 each.



President Herbert Hoover (Tea). Extra grade, \$2.00 each. Medium grade, \$1.50 each.



Mrs. E. P. Thom (Tea).



Pink Radiance, (Tea) Mme. Jules Bouche, (Tea) Elvira Aramayo, (Tea)



La Fayette, (Baby Rambler) Gruss an Teplitz, (Tea) Belle Uprichari, (Tea)



Willowmere, (Tea) Mme. Edmond Herriot, (Tea) Aviateur Herriot, (Climber)



WHITE SNOWBERRY (Symphoricarpos racemosa) A favorite with all. Multitudes of waxy white fruits in late summer. Semi-dwarf. 2 to 3 ft., reg. 40c; special, 30c each. 3 to 4 ft., reg. 60c; special, 50c each. 4 to 5 ft., specimen, reg. \$1.00; special, 75c each.



NEW KOREAN BRIDAL WREATH (Spiraea trichocarpa) Sensational hardy variety with a profusion of bloom in June in graceful arching sprays. Tall. 18 to 24 in., reg. \$1.00; special, 80c each. 2 to 3 ft., reg. \$1.50; special, \$1.25 each.

## Cole's Golden Anniversary Shrubs

Shrubs form the greater part of attractive plantings, and with careful placing and selecting of varieties they will become the most treasured beauties of your outdoors around the foundation of buildings, along the sides of the building lot and in occasional clumps along walks and drive-ways. After fifty years of work and study is it any wonder that we feel we have acquired the necessary fundamentals regarding the proper handling of plants, and how they should be planted? We will gladly send you information regarding the proper selection of your plant material for the asking.

## Everything That's Good and Hardy

## 9 Beautiful Varieties

Nine (9) beautiful varieties (22 Shrubs) that will give you the same effect as illustrated.

- FOUNDATION PLANTING
- Qty.
- 3 Hydrangea P. G., 18 in.
  - 4 Spiraea Van Houttei, 3 ft.
  - 1 Lilac, 3 ft.
  - 1 Golden Elder, 2 ft.
  - 2 Weigela, Abel Carrieri, 2 ft.
  - 4 Deutzia Gracilis, 18 in.
  - 2 Japanese Barberry, 18 in.
  - 1 New Red-Leaved Barberry, 15 in.
  - 3 Spiraea Thunbergi, 2 ft.



## Delivery Paid by Cole Nursery Co.

In addition to our great Golden Jubilee Price Reductions we are giving you another generous reduction in the form of FREE DELIVERY. TRANSPORTATION CHARGES WILL BE PAID BY COLE to points in all states east of the Mississippi River, and north of and including Virginia and Tennessee. Transportation by express, parcels post, truck or freight to be at the discretion of the Cole Nursery Co., except as noted in catalog. Heavy items out of the trucking zone will be sent by freight.

## For Obtaining Immediate Effects

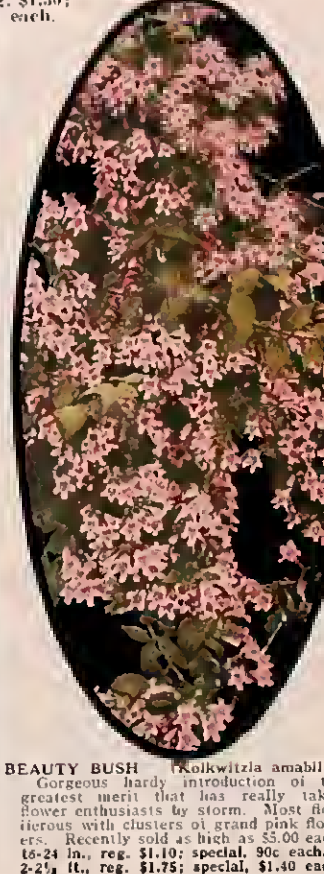
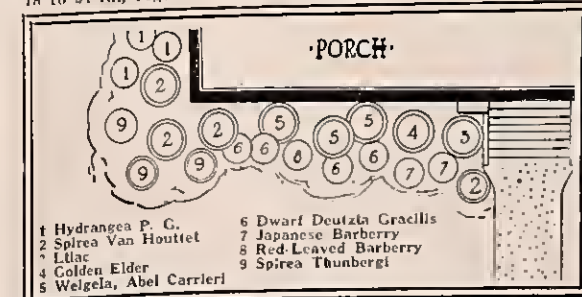
Coles guarantee their plants to be of the finest quality. You will be pleased with the extra-strong, thrifty well-branched tops, and the heavy fibrous root systems. These plants will greatly surprise you with instantaneous grandeur and beauty.

## Cole's Golden Anniversary Offer No. 32

22 GLORIOUS SHRUBS - as pictured, using same size as in list opposite. Value \$12.85. Special Price \$8.90

## Cole's Golden Anniversary Offer No. 34.

22 Glorious shrubs. Same as Offer No. 32, except that every shrub is one size larger. Beautiful specimens for immediate effects. Value, \$16.10. Special Price \$11.90



BEAUTY BUSH (Forsythia amabilis) Gorgeous hardy introduction of the greatest merit that has really taken flower enthusiasts by storm. Most floriferous with clusters of grand pink flowers. Recently sold as high as \$5.00 each. 16-24 in., reg. \$1.10; special, 90c each. 2-3 ft., reg. \$1.75; special, \$1.40 each.